

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Coz:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston Filter Box	12300-24876
2	Winston Light Box	12300-22772

<u>Product / Premium Arrival:</u>	<u>December 8, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: January 5, 1998</u>

Displays (Item #536285)	
<u>SKU CUBE:</u>	0.8260
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Full Price Cartons
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<u>EFT \$ Amount:</u>	<u>\$1,095.13</u>
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.70¢ 2-Pack Tear Tape
BUFFALO TOBACCO

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: C. Alessandra
L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 7
 DATE: 97-11-03
 TIME: 11:32 AM

 WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	1		0362-0102	047514	(716)873-7005
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716)297-6085
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1		0362-0102		
162601	162626	752642	RAINTREE CONVENIENC	2960 COLVIN BLVD	TONAWANDA	NY	14150	1				(716)694-7379
162601		585023	QUEEN SHEBA'S	426 RHODE ISLAND	BUFFALO	NY	14213	1				(716)885-1677
162601		259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1				(716)883-9250
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				(716)871-8771
162601	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	NYS			(716)683-4722
162601	162629	396739	FAY'S LEADER DRUG	801 TONAWANDA ST	BUFFALO	NY	14207	1	NYS			(716)875-1090
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	4	NYS			(716)883-6277
162601	162680	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	NYS			(716)668-7545
162602		517307	GATES CIRCLE BEVERA	1432 DELAWARE AVE	BUFFALO	NY	14209	1				(716)884-3435
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14215	1				(716)836-1314
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1		0362-0102		(716)881-1557
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS			(716)895-9201
162602	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	NYS			(716)937-9931
162602	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	NYS			(716)681-8251
162602	162629	396778	TILE DRUG	1031 CLEVELAND DR	CHEEKTOWAGA	NY	14225	1	NYS			(716)632-4888
162602		397228	CHEF'S DELI, INC.	547 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS			(716)883-6645
162603	162225	764902	SINCLAIR DRUG	75 MAIN ST	WARSAW	NY	14569	1				(716)786-2330
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716)892-2427
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	NYS			(716)674-4545
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)825-2222

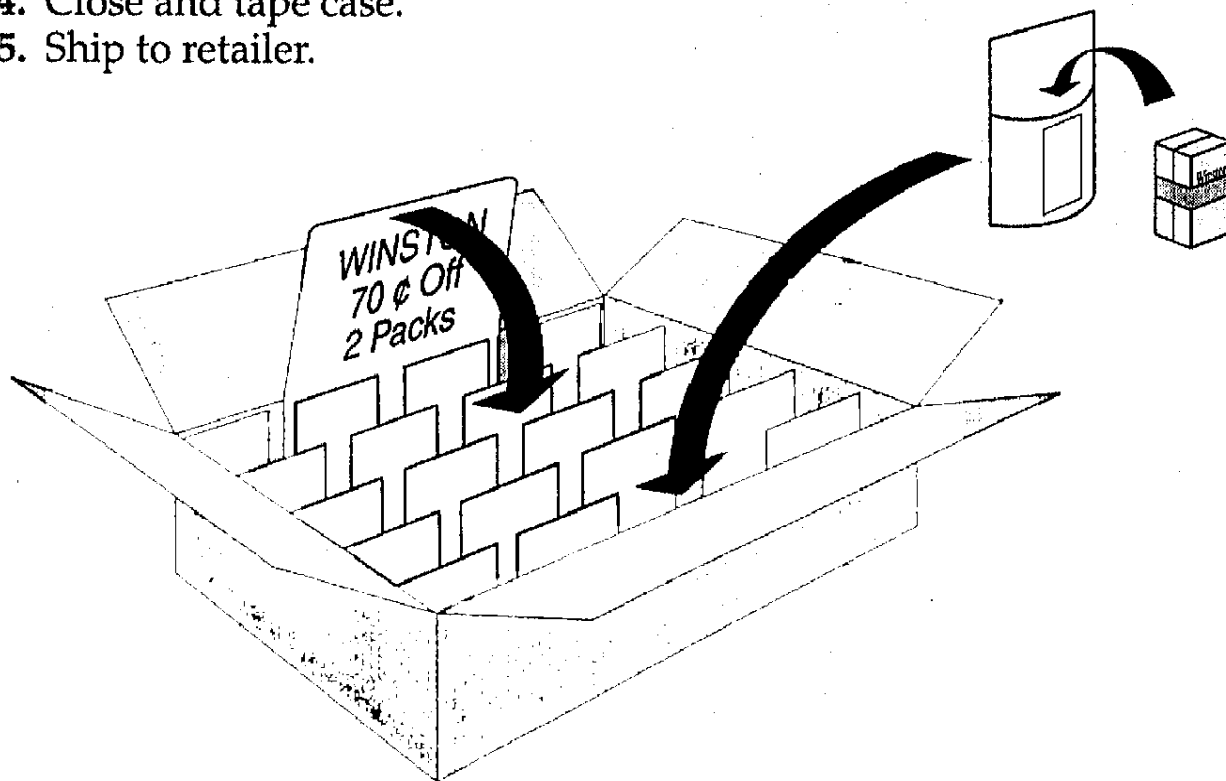
PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 26

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 26

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR. '98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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